

Applicant : James Paul Haughwout
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Services 04

Amendments to the Specification:

Please replace the abstract with the following amended abstract:

A first sales pitch appropriate for a particular telephone caller of a telephone call center may be selected by receiving a call from a caller to the telephone call center, accessing information about the caller including a sales pitch preference of the caller, and automatically selecting the first sales pitch based upon the ~~information accessed about the caller~~ sales pitch preference of the caller. The call may be transferred to a human operator, and the human operator may be assisted in presenting the first sales pitch to the caller, for example, by displaying at least a portion of the first sales pitch to the human operator.